

JACKSONVILLE SYMPHONY ANNOUNCES \$50 MILLION VISION 2020 CAMPAIGN BOLD FUNDRAISING INITIATIVE TO ELEVATE THE ARTS AND CULTURE IN NORTHEAST FLORIDA

Jacksonville, FL (February 18, 2017) --- With the backdrop of the Jacksonville Symphony's successful 2017 Gala on Friday, February 17, President and CEO Robert Massey announced the Vision 2020 campaign to raise \$50 million to enhance the Symphony's artistic excellence, community engagement and financial sustainability. The campaign, co-chaired by Gilchrist Berg and Carl Cannon, with honorary co-chairs Robert Jacoby and Robert Shircliff, is the boldest fundraising initiative ever adopted by the 67 year-old Symphony and is set to significantly change the cultural landscape of northeast Florida for generations to come.

"The \$50 million comprehensive campaign will ensure that the Symphony thrives artistically and financially," said Massey. "Strengthening our Symphony is an imperative. You can't have a great city without a great symphony. Over the next five years, our Jacksonville Symphony will develop new programming, create innovative ticketing options, enhance its community engagement, deepen its impact, enhance patron services, grow audiences, increase fundraising, transform its financial model and double the size of its endowment fund."

"We knew when we built the hall in 1997, we were only giving the Symphony a home," said Carl Cannon, who was also the co-chair of the campaign to build Jacoby Symphony Hall. "We knew it would need an infrastructure and sizable endowment to succeed. With this campaign, we're finishing the job."

The Vision 2020 campaign will enhance the artistic excellence of the Symphony, making it a leader among its peer orchestras. The plan also includes ways to grow the audience through enhanced accessibility, expanded educational opportunities and increased reach. Infrastructural capacity building and capital improvements to Jacoby Symphony Hall are also included.

Of the \$50 million to be raised over the next five years, \$25 million will be used to increase the endowment and fund special initiatives, including capital improvements in the Times-Union Center for the Performing Arts, recording projects under Courtney Lewis and touring. The remaining \$25 million will be raised for operating support during the five-year campaign, which will enable the Symphony to expand its season from 35 weeks to 40, improve its competitiveness within the industry by recruiting and retaining top orchestral talent, enhance its guest artist roster and launch several new performance series and music education initiatives.

"We have already seen how Music Director Courtney Lewis has enhanced the quality of our programming and performances," said Gilchrist Berg. "Upon the success of this campaign,

the Symphony will operate with balanced budgets and grow cash reserves for the first time in modern history. We have seen increased audiences with several sold-out performances over the past two years. We expect even more in the future. More music. More community outreach. More audience engagement.”

Berg noted that significant numbers of past leadership of the Symphony have committed, or are in the process of committing, leadership gifts in support of the campaign. In addition to \$50 million to be raised in outright cash gifts, the Symphony also plans to add 100 new, or increased deferred gifts as part of the Vision 2020 campaign.

“Bequests are an important part of this effort,” berg added. “The opportunity to participate through legacy giving is being enthusiastically received by Symphony lovers.”

The future of the arts and culture in Jacksonville is bright. Those interested in making a gift of any size to the Symphony’s Vision 2020 campaign may do so by directing gifts to 300 Water Street, Jacksonville, FL, 32202, or they may call 904.354.2767.

The Jacksonville Symphony is North Florida’s leading music nonprofit offering live performances at Jacoby Hall in the Times-Union Center for Performing Arts and other venues throughout the area. In addition, the Symphony provides music instruction for youth and operates the Jacksonville Symphony Youth Orchestras. For more information about the Symphony, visit www.jaxsymphony.org, like them at [www.Facebook.com/JaxSymphony](https://www.facebook.com/JaxSymphony), follow them on Twitter @jaxsymphony, on Instagram at JaxSymphony and on YouTube at Jacksonville Symphony.